

The Opening Of Your New Gulf Coast Buick Dealer

West Beach Blvd., Miami (On Beach, Hi-way 90 Between Collins & S.W. 8th)

GIMMA BUICK Co.

Phone

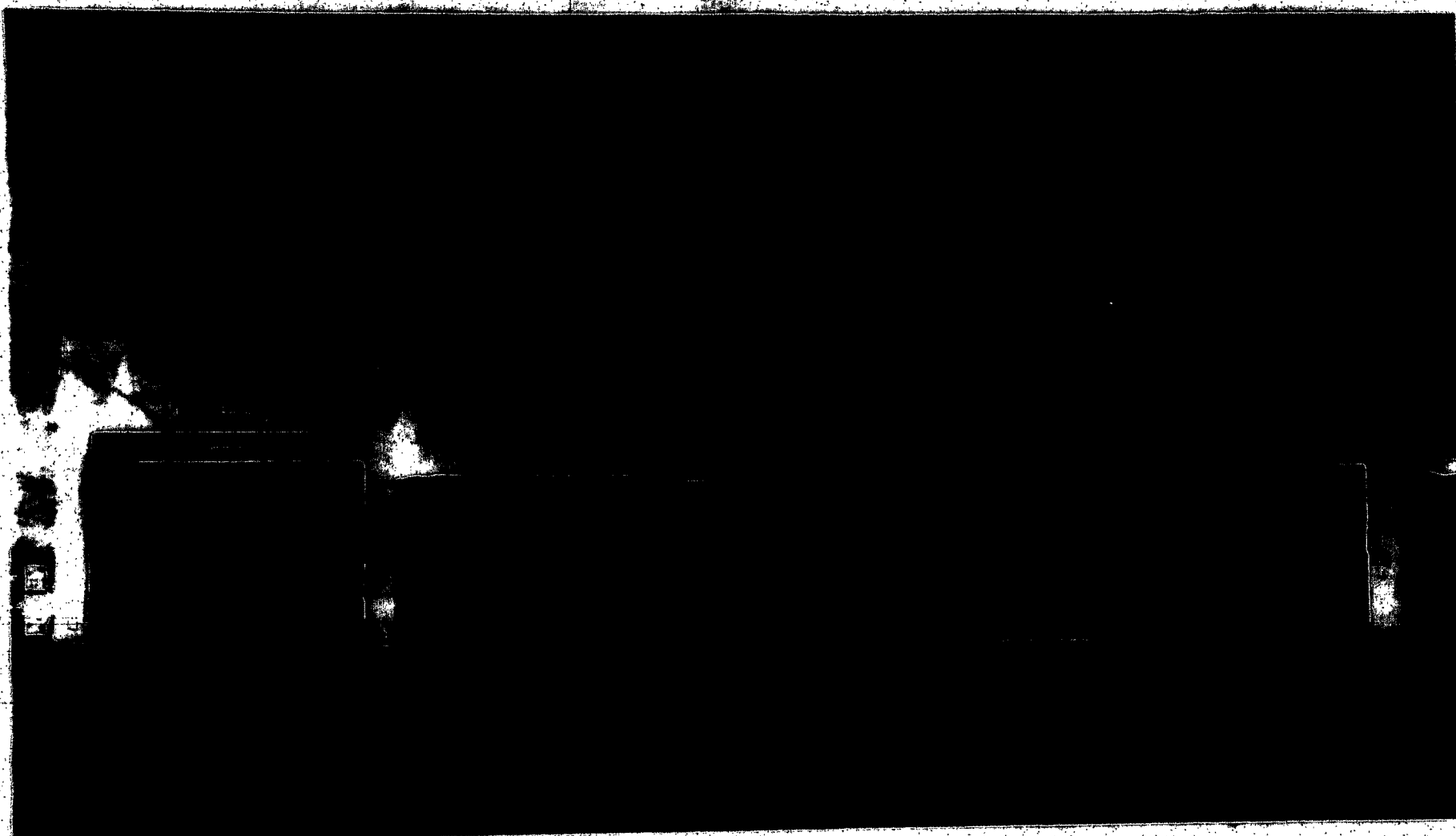
2-7052 RD 2-1362

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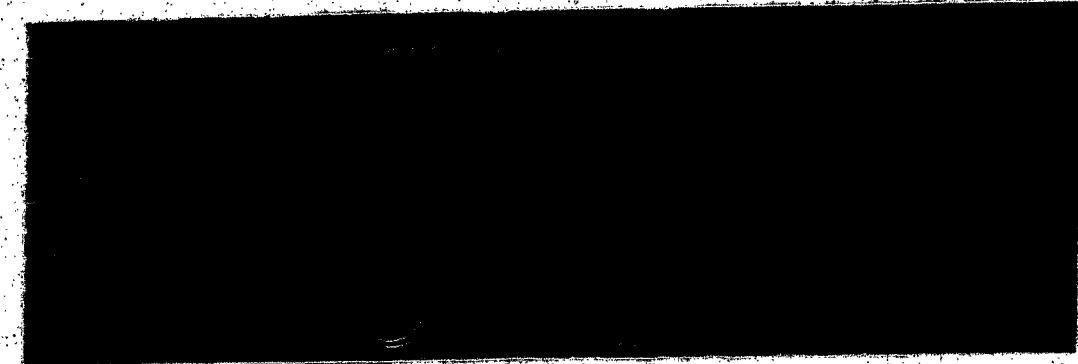
RD 2-7052 RD 2-1362

SALES
Complete
Line Of Parts

SERVICE
Factory Trained
Mechanics



The
Air Born B-38
Is Buick's Tribute
To
General Motors'
50th Anniversary
1908-1958
"Forward
From
Fifty!"



Gimma Buick Company is now proudly presenting the new 1958 Buick at their showroom, Highway 90, West Beach Blvd. Mr. John P. Gimma, owner of the company, invites all the people from Ocean Springs to come in and see Buick's tribute to General Motors' 50th Anniversary Year. He enthusiastically advises that everyone drive this new concept in automobiles and see why Buick has been both 4th and 5th in national position for over 10 years. There are free door prizes consisting of a new 21" television set and a clock radio for those who come to register during his open house. There is no obligation whatsoever. The winner need not be present for the drawing to be held Tuesday, Nov. 4. Some of the advanced features on the Air-Borne B-38 which, by the way, was named in honor of the new Jet Bomber, include a complete new light picked upturnover, a new B-12,000 engine, air-ride suspension which adjusts the car height constantly to meet how the weight is dispersed. All of these features are available on 50 stunning models and for the most discriminating people whose taste is unlimited. Buick introduces the fabulous Limited 700 series — a completely new concept in luxury motoring.

Ask Us About:

- **NEW BUICK MIRACLE RIDE**
A NEW DIMENSION IN RIDING COMFORT!
- **NEW AIR-POISE SUSPENSION**
YOU'RE LITERALLY FLOORING ON AIR!
- **NEW FLIGHT PITCH DYNAPLOW**
THE MOST ADVANCED TRANSMISSION YET! DRIVE IT!
- **NEW B-12000 ENGINE**
EACH PUSON HAS A 12,000 POUND THRUST!
- **NEW AIR-COOLED ALUMINUM BRAKES**
LARGER LINING AREA, GREATER EFFICIENCY!

See For Yourself:

- **VISTA VISION HEADLIGHTS**
EFFECTIVENESS FOR AFTER DARK!
- **TWIN TOWER TAILLIGHTS**
THE NEW BARK LOOK!
- **DYNASTAR GRILLE**
COMPLETELY NEW APPEARANCE!
- **SUMPTUOUS INTERIORS**
IN BRILLIANT COLORS AND TANNON
- **SLEEK BODY LINES**
WITH EXCITING SWEEPBACK CHROME ACCENTS!

GIMMA IMPORTED CARS

Same Location As Gimma Buick Co.

Your Gulf Coast Franchise Dealer

FOR

JAGUAR & BRITISH MOTORS CORP., LTD.

**SALES &
SERVICE**

ROLLS ROYCE, BENTLEY
AUSTIN HEALEY, MORGAN
MG, MORRIS COOPER

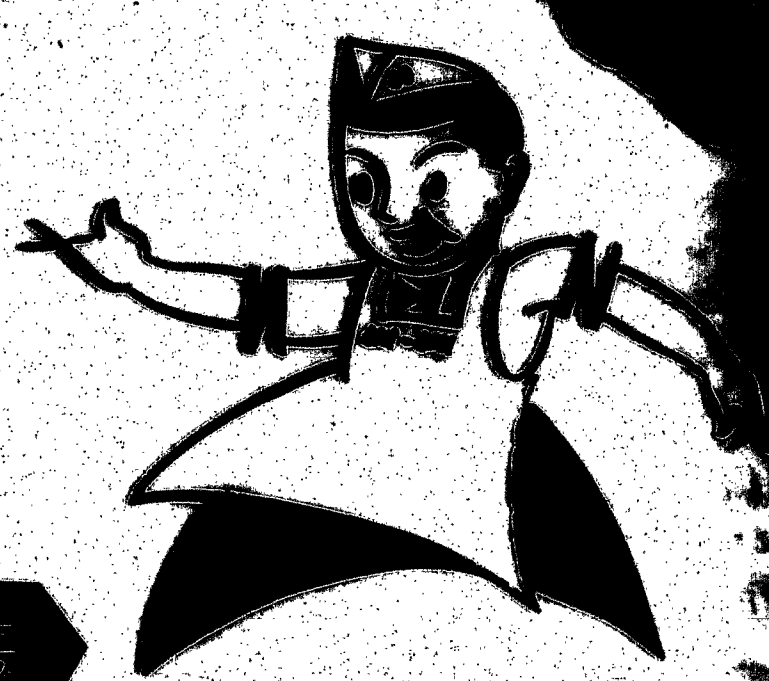


Disney's Jungle

Friday, Nov. 22

Eight Big Bargain-Packed Days

SALE CONTINUES THROUGH SATURDAY NOVEMBER 30TH
CLOSED ALL DAY THANKSGIVING NOVEMBER 23TH



Bargains

ALL PRICES ON THIS AD GOOD THROUGH SATURDAY NOVEMBER 30TH

Prizes

WIN A PRIZE EVERY DAY DURING SALE

Gifts...

FOR THE CHILDREN

2 POUND Pkg.
Beanut Mix 43c

PACKED & CANNED
CHEER
2 POUNDS 7c
1 POUND 3c
ECONOMY SIZE \$1.19

200 COTTON AND NYLON
Blankets
\$4-78

Free TIDE
REGULAR 2 1/2 LBS. PACKAGE
WITH EACH
BRUSHING BRG.
Broom or Mop

SHARPEL HOUSE
Coffee 89c
ROUND CAN

ANDERSON - WITH BEANS
Chile 29c
CAN

NET
Milk 2 TALL CANS 27c

CHILDREN AND THEIR PARENTS
COME AND SEE THE
SPACE MEN
FROM OUTER SPACE
AT THE DISNEY STORE
TODAY, AFTERNOON NOVEMBER 22ND.
ALL DAY NOVEMBER 23RD, 24TH, 25TH

REWARD OF 100 CIGARETTES WITH EACH CARTOON
HIT PARADE CIGARETTES
THIS OFFER STARTS AT NOON FRIDAY AND CONTINUES AS LONG AS OUR STOCK OF 200 PAIR OF MARSHES LAST...

HEINZ (PACKED IN PLASTIC BAG)
Soups 3 CREAM OF TOMATO 8 CANS
3 VEGETABLE 3 CHICKEN RICE
HEINZ

HEINZ (PACKED IN PLASTIC BAG)
Ketchup 2 14 OZ. BOTTLES FOR 47c
MACARONI 3 CANS
SPAGHETTI 2 CANS
All for 70c

HEINZ STRAINED
Baby Foods 29c

Jewel Oil GALLON CAN \$1

2 for 1 SALE
FOR A LIMITED TIME ONLY
60-75 HIGH STYLED LADIES' NYLONS
2 pr. for \$1.29

Plenty of

JIMMY-JUNIOR'S GREAT OPENING SALE

EIGHT BARGAIN DAYS - FRIDAY, 22ND THROUGH SATURDAY, NOVEMBER 30TH

CLOSED ALL DAY THANKSGIVING DAY NOVEMBER 28TH...

100 PRIZES GIVEN AWAY EVERY DAY

OPENS FOR THE CHILDREN - BARGAINS GALORE - OPEN UNTIL 9 P. M. FRIDAY AND SATURDAY, NOVEMBER 22ND - 30TH.



FRUITS & VEGETABLES

LARGE HAND HEAD

Lettuce

2 HEADS 25c

Apples

3 POUND BAG 29c

Oranges

5 POUND BAG 29c

Grapefruit

5 POUND BAG 29c

Self Service MEATS



TURKEYS - (14 POUNDS AND OVER)

TURKEYS

WHOLE COOKED - WHOLE

Fryers

BRANDS SLICED

Bacon

Picnic Hams

Round Steak

Pork Roast

Frankfurters

POUND

37c

POUND

33c

POUND

49c

POUND

35c

POUND

69c

POUND

39c

POUND

47c

Bacon and Eggs

HORMEL'S

BACON

LB. PKG.

BOTH FOR

CORNELIUS FAYRE'S

JIMMY JUNGLE

MEDIUM SIZE

EGGS

DOZ.

99c

LIGHT CRUST

FLOUR

5 lbs. .53

MAHATMA

RICE

3 POUND CELLO BAG 39c

JIMMY JUNGLE

BREAD

2 KING SIZE LOAVES 35c

WHITE GOLD

SUGAR

10 POUND PKG 89c

LUBINOWE

COFFEE

AND GINGER

POUND CAN 75c

BALLARD OR PILLSBURY - GIVEN READY

Biscuits .10

ROYAL FRUIT FLAVORED

Gelatin

3 pkgs. .19

HUGGON

Facial Tissues

BOX OF 400

19c

CRANBERRY SAUCE

2 CANS 35c

REYNOLDS WRAP

ALUMINUM FOIL

PKG. 20c

SCOTCH BURNER

NAPKINS

2 PKGS. 25c

WAS AMERICA

SWEET POTATOES

NO. 2 1/2 CAN 15c

RANDON

SWEET CEREALS

12 OZ. JAR 25c

NORTHERN COLORED

NAPKINS

2 PKGS. 25c

WALTO

ASPARAGUS

NO. 300 CAN 25c

SPEARMAN

DEER

6 CAN CARTON 25c

FREE

COLD

7 UP

TO DRINK IN STORE

BRUNNEN'S VANILLA

ICE CREAM

1/2 GAL. 79c

FOR AUTOMATIC DISPENSERS

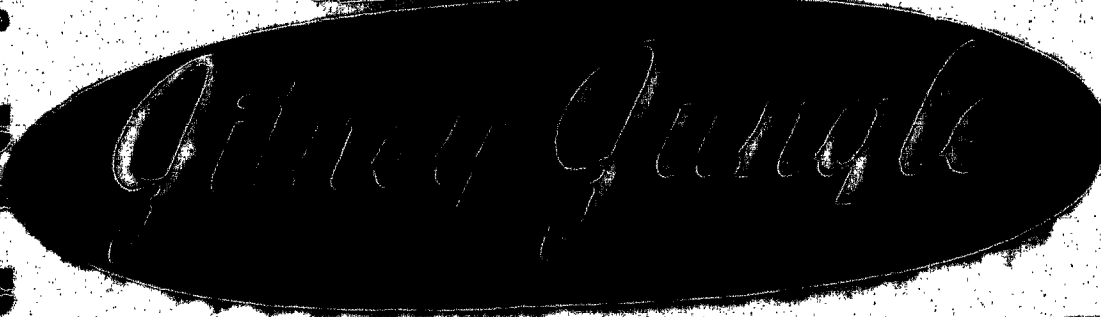
DASH

1/2 OZ. 25c

MADE

SALT

1/2 OZ. 25c



SECOND STREET - FROM STATE STREET TO 4TH STREET AVENUE

[illegible]

DAY SAINT LOUIS, MO



Coast Tournament Set Bay High Teams Score Wins in Opening Tilts

Off to a good start in their 1958 campaign, the Bay Hi Tigers and Tigresses defeated the Poplarville Hornets in a Division Conference basketball tilt at the local gym last Friday night.

In the first contest the Tigresses took a 34-13 decision over the visiting girls team. Closing out the night the Tiger's defeated the Hornets 66-34.

Condit Barr was high scorer for the Tigresses with 24 points. He was backed up by Melvin Barnes and Grady Perkins who scored 16 each. Larry Smith was high for Poplarville with 14.

The Bay Hi girls jumped to an early lead and was never looked during the remainder of the game. Quarter scores were 14-03, 28-08, and 55-25.

In the girls game, Catherine Allison led the Bay Hi team with 15 points. She was followed by Mildred Usher with 10. Mildred Duncan scored 4 for Poplarville.

The Tigresses started slowly with a 5-4 lead in the first quarter but warmed up a little and were leading 10-7 at the half and 26-13 at the third period.

"I think that both our boys' and girls' teams did very well considering that this was the first game, and they have had only about a week's practice," said Coach Don Caldwell of Bay Hi.

Pensacola Tigers Beat Rocks 27-0

The Pensacola High Tigers were the victors against the Rockaways in the Rocks last game of the 1957 gridiron season. The final score was 27 to 0.

The game was played in the home stadium on Friday, November 15.

The Rocks even though they realized that they were meeting one of Florida's preeminent powers on the field with determination and confidence.

Both teams were somewhat inexperienced in the first half, with breaks helping and hindering both teams. However, the second half proved quite different. The Tigers, in a single-wing formation, broke loose for 5 touchdowns to decidedly take the game.

The Rocks were unsuccessful in penetrating through the tough Tiger defense, although Alford's Capron and Hargrave Jacob were able to push through the line to account for most of the Rocks' offense.

Pensacola scored once in the second quarter, once in the third quarter, and twice again in the last. Jackson and Dawson, their backfield duo, led the Tigers on the four touchdowns.

The Rocks attempted to go on the air in the third and last quarter but only two passes were completed.



"Can you imagine anybody away enough to get up this early in the morning to go dancing?"

THIRTEEN ROCKAWAY SENIORS TURN IN THEIR UNIFORMS FOR LAST TIME

The Seniors versus Pensacola Game was one of mixed emotion for thirteen seniors who would don the Rockaway football uniform for the last time. They are as follows:

CAPTAIN QUINN COLEMAN who has not only distinguished himself on the gridiron but in a host of other SEC activities. Among these are the following: Conference 5; Football, Junior 2; Varsity 5; Basketball, Junior 1; Varsity 1; and Baseball 4.

CO-CAPTAIN MITCHELL ENGLISH has proven his leadership not only on the gridiron but also in the Conference 5; Football, Varsity 5; Basketball, Junior 1; and Track 5.

RAYMOND BARNES, Conference 4; Alcar Bay Society 4; Football, Junior 1; Varsity 2; Track 2.

JAMES BROOKS, Conference 2; Football, Varsity 2; Basketball, Varsity 2; Baseball 1; Class Vice-President 1.

JAMES GIBBS, Conference 2; Football, Varsity 1; Basketball, Junior 1.

JAMES BROOKHART, Conference 4; Alcar Bay Society 1; Football, Junior Manager 3; Varsity 1.

Score By Quarters:
Quarters 1 2 3 4 Total
Rocks 0 0 0 0 0
Tigers 0 7 7 13 27

Ed Campbell and Mary Mill Take Top Honors Sunday

Local golfers, both men and women, made good showings at the Pensacola Inland Invitational Golf Tournament held on the greens across the Bay last weekend.

Ed Campbell and Miss Mary Mills, both of Gulfport, took the championships in the men's and women's division away from a large group of golfers from along the Coast and New Orleans.

Bay golfers who won in their divisions included Dick Moser, Dave McDonald and Meyer John Scollie in the Class B division as low net winners. In the men's senior class, Ed Leeper took the low gross and E. N. Spence won low net.

Mrs. John McDonald won a low net in the Women's Class B Division and Miss Ethel Cox and Mrs. Gertrude Perry won low nets in the Class D Division.

A large group of local residents attended the two day annual event.

SC VARSITY HONORED AT BARBEQUE

Barbecued chicken, ribs, and head were the choice given for an entire day with pens and other "mouth-watering" dishes.

Comments from the football players on their return from the barbecue were indeed a proof that not only did the players have a very good time but that their day had been planned by true sportsmen.

Refus Crooks
LICENSED PLUMBER
If You Have A Day's Work Call
Me Collect At PISCAYUNE
Ph. Spencers 8-4004

MAIL YOUR CHRISTMAS PACKAGES NOW

PEACANS
TOASTED
SUGARED AND
SPICED

FINE CANDIES
NOVELTIES
TOYS
CHINA
JEWELRY

JELLY GIFT BASKETS

Stuckey's

HWAY 90 BAY ST. LOUIS

GIMMA IMPORTED CARS

At Gimma Buick Co. — "The Best Of The Coast"
West Beach Blvd. — Highway 90 — Biloxi — Phone 10 2-7002 — 20 2-1302
Gulf Coast Franchised Dealer For Jaguar & British Motor Corp. Ltd.

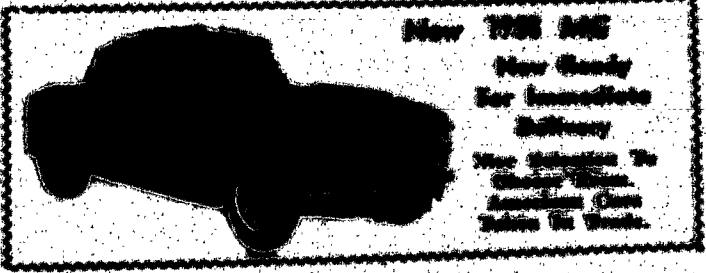


THE *Rolls Royce Silver Cloud Sedan* incorporates all the traditional quality and elegance associated with the name, together with up-to-the-minute engineering features which include:

- Power Steering of special Rolls-Royce design
- Automatic Transmission
- Suspension ride control operated by the driver
- Air conditioning optional



living per gallon



New 1958 MG
New Body
For Immediate Delivery
Now Available To
Shopper's Club
Members Only
Sales At Week.

GIMMA IMPORTED CARS

Imported at Gimma Buick Co. — "The Best Of The Coast"
West Beach Blvd. — Highway 90 — Biloxi — Phone 10 2-7002 — 20 2-1302

Grand Opening!

SOMETHING NEW FOR BAY SAINT LOUIS
A PLACE WHERE YOU CAN BUY FOR CASH AND GET NATIONALLY ADVERTISED

MERCHANDISE AT **Discount Prices**
ELECTRICAL APPLIANCES
FURNITURE - HARDWARE
BICYCLES - LARGE TOYS

If We Don't Have It - We'll Get It"

WILL OPEN MONDAY THE 25th
LOCATED ON TOULME STREET BETWEEN UNION & THE R. R.

RED HOT

Discount Store No. 1

Old So
Large
the Foremost
the World

SS OYSTER COMP
ly canning factory
five acres, and their
management includes

... The Portless plant is an auxiliary company equipped through the factory. The factory had a factory proper, and the Portless plant is the end of the plant and the other until the 1st of January for 1914. The factory is a perfect one.

MONTH is a great
household name.
In England, it's

...can be a quarter of ...



CLOSE-UP VIEW OF GLASS

used for all his
wagon painting.
High grade oil
and ship chaular
oil, harness, lamp
oil. Harrison Ave

Loans
FOR
FURNITURE
RENT
EASY MONTH
Tower



SECRET

Charles Geyer Co.

MASS OYSTER COMPANY, Limited, are the owners of the only canning factory in Hancock County. Their plant covers acres, and their equipment, which is complete in every respect, includes cranes, fishing smacks, and a fleet of boats. Messrs. Brown and L. F. Fairchild, who are associated with the business, are well known to the community. The Peabody plant is remarkable for visitors for its clean and sanitary condition, even in the busiest of seasons. It is equipped throughout with the very latest type of machinery. The latest buildings number five. There is a factory proper, with studding rooms, shrimp rooms, and a warehouse. The shrimp and shrimp are taken from the water and sent to the plant and carried through one department after the other until the last building is reached, where they are ready for shipment. This factory is protected from fire by a perfect arrangement of fire fighting apparatus, and has been distributed throughout the plant. The company also owns a cannery, a fishing plant, and their own fleet of boats. Their own fleet of boats, which is equipped with two hundred men capable of raising any size boat up to

MONTH is operating the principal blacksmith, hardware and machine shops at Bay St. Louis in connection with all of the latest improved tools and engineering machinery, and which is run by a gas engine. Mr. Meert is the sole agent for the Gulf States and the Gray Gas Engines. His shop is one of a block. He has been successful in almost every year, and has built up an extensive



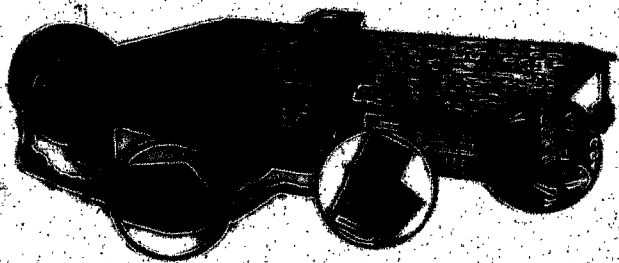
REMARKS: STATE OF OHIO, COUNTY OF COLUMBIA, SHOPS AND PLANT

West Haverhill County. His paint shop is thor-
ough for all kinds of automobile painting, car-
riage painting. In this connection, he makes a
high grade finishing. He has a well stocked
and ship chandlery store, handles carrying gas o-
ils, harness, luggies, carriages, paints; being the
for Haverhill Mass. Paints and Varnishes. He has
facilities for the repairing of gasoline boats. Mr.

Loans Arranged
AUTO
FURNITURE
REAL ESTATE
SIGNATURE
CASH MONTHLY PAYMENTS

Salmon Blott, Jr.

Tower Loan Brokers
212 West Canal St. Phone SY 3-6868
Piquette, Mich.



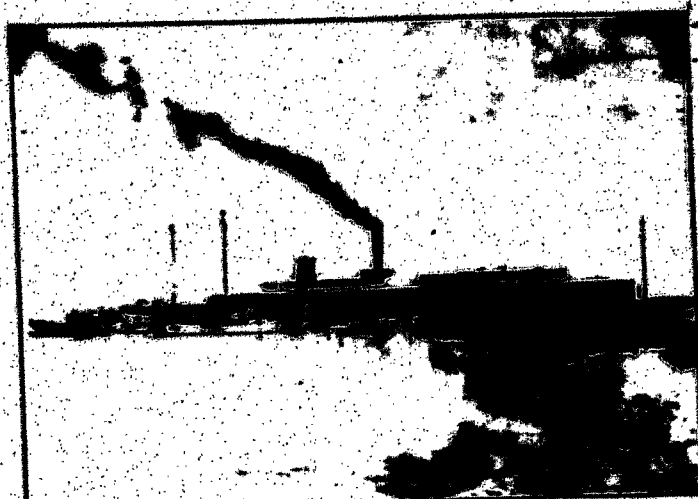
WILSPAR
JUNIOR - SASHES

BOOKS and HARDWARE
PRINTING SUPPLIES

Miller Co.

REF ID: A7-1000

26 feet in length. The shipper can use principally for keeping their own lot of vessels in perfect order. The products of the Portland Oyster Company are shipped throughout the United States and the leading markets of the U. S. The company is prominently identified with the Portland Oyster Manufacturers Association of Baltimore, Md. The president of the company is Mr. Charles H. Tenen; Mr. Geo. C. Fink.



THE PEKLENS CANNING FACTORY.

ing is the Secretary-Treasurer and General Manager. Mr. Finching is a stockholder in the Merchants Bank and a Trustee of the Bay St. Louis High School; he owns one of the prettiest homes on the Bay Shore and takes a leading part in all movements for the upbuilding of this section of the country.

Monti is a large property holder and a stockholder in the Merchants Bank. He will shortly erect a new building with increased facilities for handling his constantly growing trade. His telephone number is 156.

M. E. ANSLEY is one of the successful real estate agents on the Gulf Coast; he handles all kinds of improved and unimproved town and country property, including timber lands.



HOUSE OF A. L. JORDON

farm lands, and lands suitable for truck farming, dairying and poultry raising. Mr. Ansley has been identified with the real estate business at New Orleans and at Bay St Louis for the past twenty years; he is the organizer of the Ansley Land Company, which founded the town of Ansley, Miss., in this County. Mr. Ansley is also conducting a life and casualty insurance company; his office is located on Front street opposite the Hancock County Bank.

OPPOSITE THE HANCOCK COUNTY

[illegible]

THE KLOOK HOTEL is one of the noted hotels catering to the winter and summer trade on the Gulf Coast. It is a newly constructed building, the buildings being of modern woods throughout. It is a three-story structure, built on modern up-to-date lines for the comfort and convenience of its guests. The hotel is equipped with electric lights and



STANDARD ECONOMIC INDICES

fans in the dining rooms, hot and cold running water, steam heated, with accommodations for one hundred guests. This hotel is centrally located and fronts on the Bay, and is but a seven minute walk from the railroad depot. The hotel is conducted by Mrs. Romy Klock, who has been successful in establishing a very choice and refined patronage, both summer and winter. At the Klock Hotel no effort is spared for

Swimming, hunting, boating and bathing parties. This hotel takes care of commercial travelers, besides successfully catering to an increasing summer patronage and a growing trade among Northern tourists during the winter months. Mr. E. D. Block also assists his mother in the management of the hotel. Carriages meet all trains to convey passengers to the railroad depot to the hotel.

**You'll discover
a whole new world
in the 58 FORD**



You'll discover... just as the whole world discovered... that Ford's dramatic new features for 1966 make the most exciting ride ever offered the American.

You'll ride in a new world of fashion with Goody deep-coupled styling. From new Hologrammed grille and Power Flow hood to the new Streamline roof and Goody-Streamline wheels. Goody 44 styling is a statement!

You'll be ahead with Ford's all-new Interceptor V8 with Precision Fuel Injection. Given up to 300 hp. Sweeter power... more power... from less gas! The secret is Precision Fuel Injection, a great new fuel delivery system.

You'll get savings up to 10% with new Volvo 74. New Drive teamed with the new 1984 cc. 24 V4. New Drive position lets you move your seat automatically forward or back 10 inches. New 1984 cc. 24 V4. New Drive position lets you move your seat automatically forward or back 10 inches. New 1984 cc. 24 V4. New Drive position lets you move your seat automatically forward or back 10 inches.

Four-ohs... Instead of a spring with optional
Four-oh Suspension. This is the way you've always
dreamed of driving - feeling on air! Four-ohs... and
up higher. Guaranteed when conditions get in or bigger
... All this is yours at low Ford prices!

You'll steer with a feather touch with new things that steering. Nothing rolls like a ball and that's the secret of Ford's steering ease. Free-moving steel balls bring you the closest thing yet to power steering!

Your night driving is safer with Ford's fully-lit headlights and taillights. With the highest advancement in sealed-beam headlights! And only Ford can offer you Interior Design and other "Inner-Ford" safety features.

Smothered they said...
smothered they said. The Service
and the White House
smothered wherever it goes.

Nothing comes in the world **FORD** Ford engines and more than

RAY MOTORS, Inc.

1980

SECRET

Mr. J. E. McDaniel has been elected president of the **Central P. T. A.** for the year 1944-1945. He was elected at the annual meeting of the organization held at the **Hotel McDaniel** on Monday night last. The meeting was held at the **Hotel McDaniel** on Monday night last. The meeting was held at the **Hotel McDaniel** on Monday night last. The meeting was held at the **Hotel McDaniel** on Monday night last.

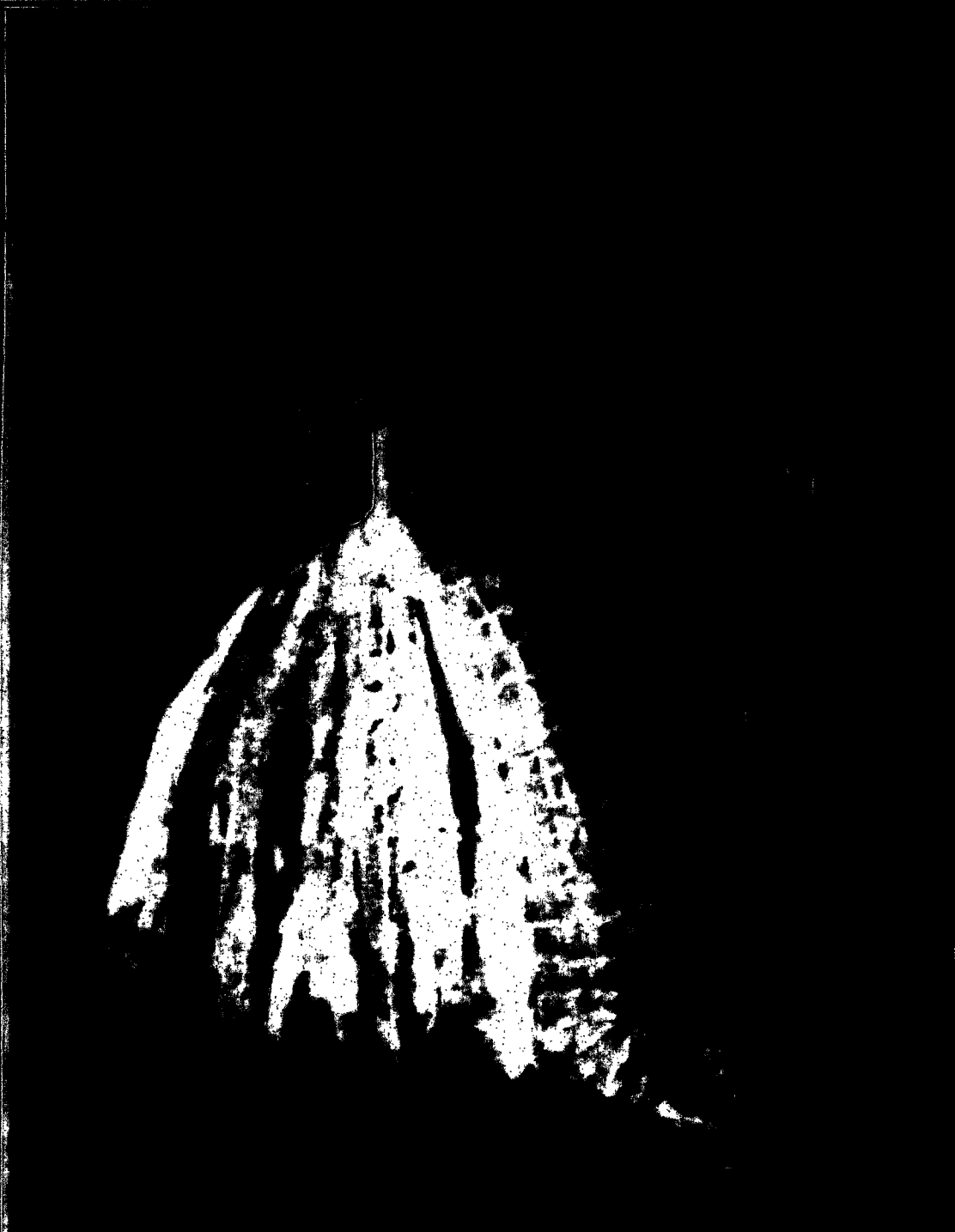
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Miss. Governor L. McDaniel, the Governor of the State of Mississippi, is shown in her official capacity. She is wearing a long, flowing dress, possibly a historical or theatrical costume.

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MOLLERE REALTY CO.
 Commercial Avenue & Residential.
 No Advertisements Weekly in New Orleans Papers
 And in 15 Other States, Beginning Oct. 1944
 New Jan. 1944.
 Call Mollere Realty Co. and inspect Your Property.
 Phone BR 7-4441

COLOR TV

See it first at
W. F. W. W. W.
W. F. W. W. W.
W. F. W. W. W.

Furniture Dept.

"Everything For The Home"

CHOOSE NOW FROM OUR COMPLETELY NEW AND
 VARIED STOCK OF HOME FURNISHINGS.

ALSO A WIDE SELECTION OF SMALLER
 GIFTS FOR THE HOME

For The Best In Bedding

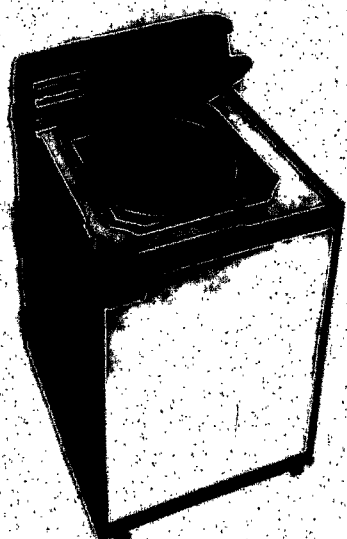
Wake up Wonderful

You Can!

The 337 separate
 compressed coils
 is the secret.
 They push up to
 support each part
 of your body.

Simmons Beautyrest

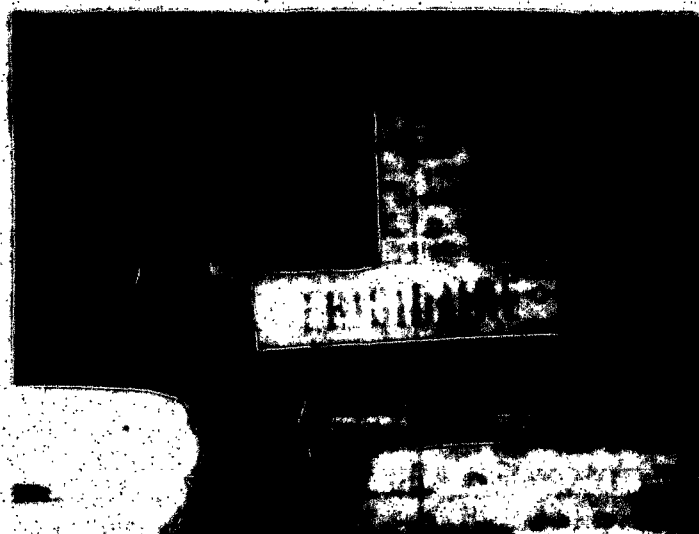
See it first at
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FRIGIDAIRE WASHER



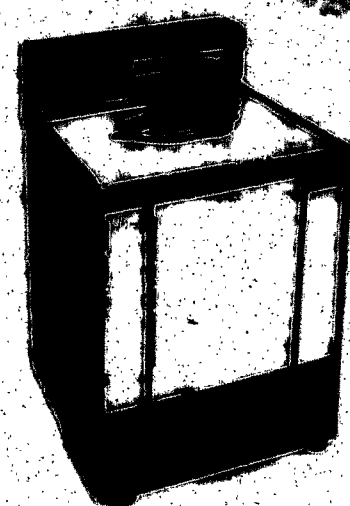
FRIGIDAIRE REFRIGERATOR - TUBED
Service Crew



Service Crew Installing Wilcox's 3rd
Full Carload Of FRIGIDAIRE Appliances



Deliver Wilcox, Owner



FRIGIDAIRE REFRIGERATOR

**WE HAVE JUST RECEIVED ANOTHER CARLOAD OF FRIGIDAIRE APPLIANCES.
THIS IS OUR 3rd FULL - CARLOAD SHIPMENT OF 1957.**

▶ ▶ ▶ ▶ ▶ WHAT DOES THIS MEAN ? ◀ ◀ ◀ ◀ ◀

1. It means for the first time in the business history of Hancock County an appliance dealer has bought and sold this amount of appliances.
2. It means that we buy for the same cost as the appliance dealers in New Orleans and are therefore able to pass these BIG SAVINGS ON TO YOU.
3. It means that NOW you can buy from us at the same prices offered by the largest New Orleans dealers.

SEE OUR PRICES BEFORE YOU BUY ANYWHERE.

YOU CAN'T GET BETTER SERVICE ON YOUR APPLIANCES AS WE HAVE FACTORY TRAINED MECHANICS.

Your Old Appliances Will Make Your Down Payment.

USE OUR EASY PAYMENT PLAN

REMEMBER: We Service What We Sell Or We Won't Sell It

WILCOX

Electric & Appliance Co.

WILCOX, MISS.

The first of the new...
 The second of the new...
 The third of the new...
 The fourth of the new...
 The fifth of the new...
 The sixth of the new...
 The seventh of the new...
 The eighth of the new...
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QUALITY . . . SERVICE . . . SATISFACTION
R. E. "DICK" HARTMAN
 LUMBER
 107 7th St.
 Phone 1234

WESTINGHOUSE ROYAL ELECTRIC
Dryer

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